

UNIVERSITY OF MINICAGH IN FASHION MUSIC & MOVIE

ONE YEAR INTERNATIONAL PROGRAMME



FASHION

Academy of Creative Arts, Media & Fashion
www.fadacademy.com

Fashion Marketing

Fashion Communication

Fashion Retail

Fashion Business



International ONE YEAR Programme in FASHION with specializations in

FASHION MARKETING | COMMUNICATION | RETAIL | BUSINESS

Course Title

International Programme in Fashion with specializations in Fashion Marketing | Business | Communication | Retail

Qualification Honored

One Year International Diploma in FASHION (Specialization) by CCL London

Course Duration

1 Year

Course Code

IPFMCRB

Entry Requirements

A Levels |12th Pass Outs. Students having passed 10th can be accepted through a personal interview. This course is also ideal for individuals pursuing alternate professions and qualifications.

Who is the Course for?

The course is aimed at individuals wanting to develop entrepreneurial careers or for those wishing to work in the vast non-design sectors within the fashion industry. Students can take a specialization at the end of the year and focus on the same in the final term based on their future professional aims and career plans.

Course Description

This Programme has a higher emphasis on professional practice within a global context. Students are encouraged to work towards a self initiated project proposal with a strong emphasis on research and interdisciplinary experimentation. The program also has a focus on ethics in fashion thus making the students aware and responsible through their creative outputs. Combined with guest faculties from the industry and international universities,

students are exposed to a variety of critiques and audiences across the industry. The Europe Study Tour further gives students a unique opportunity to interact with international designers, brands and academicians and visit the fashion weeks, thus giving them a platform to progress onto the professional world. Students work both individually and in groups with professionals from other departments such as photography, media, art, styling, fashion design etc. At the end of the year students are given an internship to facilitate progression into professional careers in their area of interest.





Course Structure

Introduction to Fashion
Global Fashion Awareness
Global Fashion History
Fashion Marketing
Fashion Communication
Fashion Promotion
Fashion Retail
Fashion Forecasting
Business Ethics
Fashion Styling
Fashion Buying
Industry Internship
Final Project

Course Assessment

The course is assessed through assignments and projects on a continuous assessment basis through the year.

FAD Europe Tour

The Europe tour gives students an exclusive opportunity to visit some of the world's finest fashion capitals such as Paris, London & Milan for fashion event and guest lectures at leading fashion universities. Students achieve both a professional and an unparalleled academic experience

providing a platform to work on a global level on completion of the course.

University Progression Opportunities

On successful completion of the course, students can transfer credits for further education to the following universities in UK & Italy

Nottingham Trent University
Coventry University
Istituto Europeo di Design Italy
Manchester Metropolitan University, UK
Bath Spa University
University for Creative Arts UK

Career Opportunities

Students can work with retail chains, design houses, export houses, independent designers, media houses or start their own venture with roles such as

Fashion Marketer
Fashion Buyer
Fashion Communicator
PR Consultant
Brand Manager
Retail Merchandiser
Stylist
Event Planner & Manager
Fashion Journalist
Art Director
Fashion Consultant

Benefits of the Course

International Curriculum
British Qualification
Europe tour allows students to visit various fashion capitals and universities for guest lectures
Progression opportunities to multiple universities
Guest faculties from various Fashion Universities
Affordable option to study in India
Opportunity to pursue other parallel qualifications
Career based practical curriculum
Multiple professional opportunities



Questions : If you have any questions or queries regarding this course or any other courses we offer, please feel free to get in touch

Telephone : 020 32548008/ 64018008/

Email : fad@fadacademy.com

Mobile : 91 9970158726

Website : www.fadacademy.com

MODULE INFORMATION

Fashion Marketing

The module gives an understanding of the relationship between marketing and fashion design and the importance of the relationship in strategizing for commercial success of a business. Through the module students will have a better understanding of the basic principles of marketing in context to fashion. Students will further analyze and understand how the fashion industry is influenced by environmental factors and marketing policies. A student armed with knowledge on fashion marketing is capable to investigate, analyze and evaluate marketing strategies to adopt and apply within a dynamic and a global fashion industry.

Fashion Promotion

This module provides an insight into promotional issues within the fashion industry. A mix of theoretical and practical assignments combined with lectures allows students to understand the promotional mix and promotional planning at both theoretical and practical level. Students will approach the module through practical interdisciplinary projects with students from other departments such as fashion design, art and design, film and photography throughout the year to achieve promotional campaigns for fashion and luxury brands.

Fashion Buying

Fashion buying plays an important role in an ever-growing market led fashion industry. Students get an insight into the role of a fashion buyer, their responsibilities, the fashion life cycles and various stages within the fashion buying process in an international

context. The module covers aspects of fashion buying within various levels of the industry such as prêt, couture, high street and mass market fashion.

Fashion Design Theory

Fashion design theory educates students on the fundamentals of fashion and helps understand an approach to the fashion design process. Initially students will explore the relationship between the designer, marketing and production processes. Further, the module gives students an insight into the working of the industry and the relationships between professionals within the fashion industry.

learning on retail studies. The module is integrated through case studies and practical studio work.

Fashion Communication

Fashion Communication is an integral part of the course and forms a major module covering journalism, photography, web communication, print media, outdoor media, advertising, public relations and other relevant topics within a fashion context. The module is practically achieved through studio work and guided assignments. Students work on live projects within the industry and achieve a strong visual portfolio at the end of the year.

Global Fashion Awareness

With a global context to learning at FAD, the module through its internationally qualified faculty base aims at providing students with exposure to International Fashion Trends, Global Fashion Weeks, knowledge on international design houses, fashion capitals and more. Audio visual learning resources

such as exclusive fashion week coverage, interviews and documentaries with leading industry professionals combined with a world class library resource provides students with an opportunity to acquire unparalleled insight into the global fashion industry.

Fashion Styling

The module covers practical studio based learning where students work closely with fashion designers, fashion photographers, artists and make up and hairstylists on joint assignments. Students cover various elements of styling such as corrective anatomy styling, styling for fashion shoots and commercials, wardrobe make overs, personal styling, event and celebrity styling and more with an objective of working on industry specific requirements.

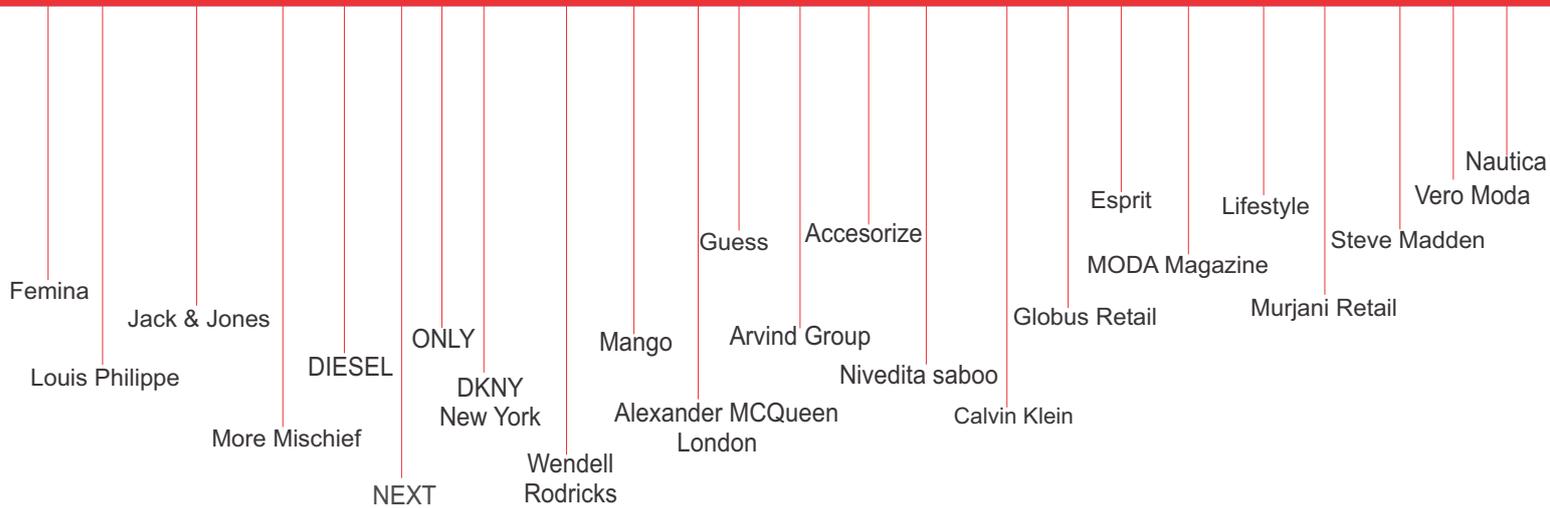
Global Fashion History

History forms an important part of learning on the course as it allows students to understand the wider impact of social, cultural, technological and political influences on fashion through historical times. With a focus on European history from the early 14th Century, students learn through research and lectures and achieve a strong visual understanding of key developments within the fashion industry across the world.

Fashion Retail

The module focuses on aspects of luxury & fashion retail with higher concentration on visual merchandising beyond theoretical learning on retail studies. The module is integrated through case studies and practical studio work.

Recent Internships & Placements



School of Fashion is supported by World's Leading Creative Universities for progression, term transfers, study abroad, twinning programmes, faculty and student exchange & academic and professional development.



For further details on applications, prospectus & campus visit, kindly contact

T : + 91 20 3254 8008 | 6401 8008
M : + 91 9970158726

FAD International Campus
Plot 3 & 4, Ahead of Westin Hotel,
Mundhwa Road, Koregaon Park Ext.
Pune 411001 Maharashtra India

E : fad@fadacademy.com
W : www.fadacademy.com

Follow student works and events on
www.fadgallery.com
www.facebook.com/fadinternational
FAD TV : www.youtube.com/fadinternational



Academy of Creative Arts, Media & Fashion